Ananya Sood

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Proactive Associate and **Mathematics** graduate with 2 years of expertise in **Data Analytics.** Proficient in leveraging **MS Office Suite, SQL and Python** to extract, transform, visualize, and analyze complex datasets, driving informed decision-making. Strong **presentation** and **communication** skills.

EDUCATION

Indian Institute of Technology Madras, Diploma in Data Science *2022*
Hindu College, University of Delhi - Masters in Operational Research *2022*
Kirori Mal College, University of Delhi - B.Sc. (H) in Mathematics *2019*

WORK EXPERIENCE

Decision Science Associate – Axtria *April 2023 – Present*
- Conducted weekly **performance analysis** for a newly launched product using **Python**, **Excel**, **Alteryx**, and **PowerPoint**. Developed detailed **KPI** reports and handled ad hoc requests, delivering insightful presentations to stakeholders, improving reporting accuracy and efficiency. Automated reporting processes in Python, reducing report creation time by **60%**.
- Worked on **Promotional Marketing Mix Models** for two products of a leading pharma company. Analyzed marketing activities' impact on sales and provided actionable insights, resulting in improved **market penetration**. Used **R** for modelling and **SQL** for data pre-processing. Created **documentation (BRD)** for the whole project as well.
- Conducted research on claims datasets from two vendors and developed internal **training courses**.

Decision Science Analyst – Axtria *July 2022 – March 2023*
- Worked on **Machine Learning Project** to predict **physician drug adoption**, used **Excel** for EDA and **Python** for model building. Used various **classification techniques** to finally get an **F1 score** of **73** effectively **reducing client's marketing spend by 30%.**
- Contributed to a **Marketing Mix project** using **Knime** to run iterations to achieve desired results.

Team Lead - **Inhaltmart** *Jul 2020 – May 2021*
- Worked on content development for Mathematics as a **Subject Matter Expert**.
- **Managed** a team of **4 interns** and performed a quality check of their work.

SKILLS

- **Technical**: Advanced Excel, Alteryx, Data preprocessing, Dataiku, Feature Engineering, Knime, Machine Learning, Marketing Mix Modelling, Mathematics, MS-Suite, PowerBI, Predictive Modelling, Python, R, Snowflake, SQL
- **Soft skills**: Team Player, Communication, Leadership, Management, Attention to detail.
- **Languages known**: English, Hindi, Punjabi.

CERTIFICATIONS

- Project Management Essentials - Udemy
- Generative AI - Natural Language Processing Bootcamp 2024 - Udemy
- Core Designer Certificate - Dataiku
- Generative AI Fundamentals – Databricks Academy
- Generative AI Engineering with Databricks

SCHOLARSHIPS

- **National Talent Search Examination (NTSE)** scholarship awarded by **National Council of Education Research and Training (NCERT)**.
- **INSPIRE – Scholarship for Higher Education (SHE)** awarded by **Department of Science and Technology (Ministry of Science and Technology)**, Government of India.